

F.I.C.
January 30, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader. -- Ruth Finley, Editor

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JANUARY 28, 1961</u>			
Thursday Jan. 26 11:30 A.M.	SHOWING OF SUMMER COLLECTION Gross Sidney's Summer collection of Petti--4 casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 11:30 A.M. except Friday (until Feb. 23). Contact: George Rappaport, CH. 4-3558.	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Jan. 26 2:30 P.M. Cocktails	PREVIEW: SUMMER DRESSES For press and resident buying offices, by invitation. Thereafter beginning Jan. 30 - Mon., Tues., Wed., at 10:30 A.M. Publicity: Jeannette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 26 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION Introducing Linda Joy Lackey of Forest, Mississippi, 1961 Maid of Cotton, and her washable wardrobe at the 34th Annual Convention of the Ass'n of American Soap and Glycerine Producers. Showing at 4:30 P.M. By invitation. Contact: Ruth Goldberg, Soap Ass'n, MU. 6-3662; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WALDORF-ASTORIA BALLROOM

SPRING-SUMMER OPENINGS--CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE--PARIS Press release date Feb. 28

<u>Jan. 26</u>	
10:00 A.M.	Christian Dior; Montaigne
2:15 P.M.	Carven; Prusac; Therouanne
5:00 P.M.	Blatt; Lise
6:30 P.M.	Lutece
9:00 P.M.	Feraud
<u>Jan. 27</u>	
10:00 A.M.	Gres; Irmone
12:30 P.M.	Roger
3:30 P.M.	Revillon
5:00 P.M.	Riviere
<u>Jan. 30</u>	
11:00 A.M.	Baron
5:00 P.M.	Sauve
<u>Feb. 1</u>	
3:00 P.M.	Givenchy (No press)
5:00 P.M.	Renal
<u>Feb. 2</u>	
10:30 A.M.	Balenciaga (No press)
<u>Feb. 8</u>	
3:30 P.M.	Bourgade
Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 27	MACY'S RELEASE DATE--"Plan-A-Home-Row".		
Friday Jan. 27 2:30 P.M. Cocktails	PREVIEW: SUMMER JUNIOR DRESSES Hayette's junior dress collection to press and buyers. Thereafter, Mon., Tues., Wed. at 2:30. By invitation. Publicity: Jeannette Gottlieb, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Saturday Jan. 28 3:00 P.M. Tea	CUSTOMER SHOWING OF BRIDAL FASHIONS Customer showing of bridal fashions. Tickets: \$1.00. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
<u>WEEK BEGINNING SUNDAY, JANUARY 29, 1961</u>			
Sunday Jan. 29 1:00 P.M. Brunch	SPRING COATS AND SUITS DURING BRUNCH Showing David Berendt's Spring collection of coats, suits and ensembles. Hats--John Frederics. Shoes--Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	DAVID BERENDT, INC. (500 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Tuesday Jan. 31 12:30 P.M. Luncheon	SPRING CHILDREN'S FASHIONS BY HELEN LEE Premiere showing for Saks Fifth Avenue of Helen Lee's Spring collection. For the press, by invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Jan. 31 4:00 P.M.	PREVIEW: PLAYCLOTHES, BATHING SUITS, DRESSES Cabana will present their Summer collection of bathing suits, dresses, playclothes, designed by Pembroke Squires. By invitation, for press and buyers. Thereafter continuous. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Feb. 1 10:30 A.M.	PREVIEW: COCKTAIL AND EVENING FASHIONS Preview of Summer cocktail and evening fashions designed by Helena Barbieri. By invitation. Showing thereafter Feb. 7, 9, 14, 16 at 9:30 A.M., by appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 2 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING ITALIAN SHOES Ohrbach's will present their Spring collection of Finezza handmade Italian shoes. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR
Thursday Feb. 2 3:30 P.M.	PREVIEW: SUMMER COLLECTION Leslie Fay will preview their Summer collection to press and buyers. By invitation. Thereafter beginning Tues., Feb. 7, continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Friday Feb. 3 9:15 A.M. Breakfast	PREVIEW OF SUMMER COLLECTION Mignon will present their Summer collection to press and resident buyers. Showing at 9:45 A.M. By invitation. Thereafter, Feb. 6, 8, 10, 13, 15 at 11:30. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 3 9:30 A.M. Breakfast	PREMIERE PREVIEW: CHILDREN'S FASHIONS Premiere showing of "Little Miss Best" children's invitation. Publicity: Anne Harmon, PL. 9-2000.	BEST & CO.	13TH FLOOR LOUNGE
Friday Feb. 3 10:30 A.M.	PREVIEW: SUMMER COLLECTION Preview of Summer cocktail and evening fashions. By invitation. Show- ings thereafter Feb. 8, 9, 14, 15, 16 at 9:30 A.M. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday Feb. 3 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Mon., Feb. 6 - 9 and 13 - 16 daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Saturday Feb. 4	SUMMER CALIFORNIA FASHIONS Daytime, evening and cocktail fashions designed by Maxwell Shieff. By appointment. Publicity: Eve Siegel, MU. 8-4598.	MAXWELL SHIEFF (BEVERLY HILLS, CAL.)	SAVOY-HILTON HOTEL

— READY-TO-WEAR TIME TABLE, BEGINNING, FEB. 6 ("O" REFERS TO OPENING, "P" PREVIEW) —
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, FEB. 6</u>	<u>TUESDAY, FEB. 7</u>	<u>WEDNESDAY, FEB. 8</u>	<u>THURSDAY, FEB. 9</u>
9:30 A.M.		Cameo Evening Five Thirty P.M. Nathan & Strong	Cameo Evening-- Five Thirty P.M. Nathan & Strong
	Nathan & Strong Modern Couture	Harold Levine	Harold Levine
10:00	Ben Reig (O)	Ben Reig	
10:30 David Crystal Leonard Arkin (O)	David Crystal Leonard Arkin Rudolf Gowns (O) Jane Derby (O) Pattullo-Jo Copeland Herbert Sondheim(O) Seymour Jacobson(O)	David Crystal Leonard Arkin Tina Leser(P) Edward Abbott- Wilson Folmar	Rudolf Gowns Jane Derby Herbert Sondheim Seymour Jacobson Tina Leser Edward Abbott- Wilson Folmar
11:00		Heiser Sportswear(P) Majestic Specialties(O) N.S. Juniors (O)	N.S. Juniors
11:30 Andrew Arkin(O) Gross-Sydney Mignon(O)	Andrew Arkin Gross-Sydney	Andrew Arkin Gross-Sydney Mignon Abe Schrader(P)	Gross-Sydney
(continued on following page)			

READY-TO-WEAR TIME TABLE (continued from preceding page)

<u>MONDAY, FEB. 6</u>	<u>TUESDAY, FEB. 7</u>	<u>WEDNESDAY, FEB. 8</u>	<u>THURSDAY, FEB. 9</u>
12:00 Mollie Parnis(O) Lee Claire	Mollie Parnis Lee Claire Estevez(P) Alison(O)	Mollie Parnis Lee Claire E. tevez Paul Blumenstein(O)	Lee Claire Estevez Alison Countess Alexander
12:30 Nat Kaplan(P)			
1:00 Hannah Troy(O)	Hannah Troy Mr. Mort Dresses(O) Jr. Sophisticates(O)	Hannah Troy Mr. Mort Dresses Jr. Sophisticates Guy D (O) Teal Traina(O)	Jr. Sophisticates Guy D Teal Traina
1:15 Gothe (O)	Gothe	Gothe	Nat Kaplan
1:30		Highlight(O)	Highlight
2:00	Rappi(O)	Rappi Mam'selle(P)	Rappi Mam'selle
2:15	Paul Parnes(O)	Paul Parnes	
2:30 Martini Designed; Miss Martini(P) Branell(O) Maurice Rentner(O)	Martini Designed; Miss Martini Branell Robert Sloan(P) Jamison(P) Larry Aldrich(O)	Branell Majestic Jamison Larry Aldrich	Martini Designed; Miss Martini Branell Jamison Larry Aldrich
2:30 Hayette	Hayette	Ira Rentner(O) Hayette Ceil Chapman	Ira Rentner Ceil Chapman Mort Schrader(P) Dan Keller(P) Trigere
3:00	Margot(O) Anne Fogarty--(O) "Special Editions"	Margot Anne Fogarty "Special Editions" Arkay Jrs. (O)	Anne Fogarty-- "Special Editions" Arkay Jrs.
4:00 Samuel Winston(O) Junior Accent(O) Townley(P)	Cecil Chapman (P) Townley	Richard Cole(O)	Samuel Winston Townley David Hart(O)
5:00 Edward-Abbott- Wilson Folmar(P)	Trigere(O)		Arnold & Fox(O)

Monday OPENING OF SUMMER
Feb. 6 COLLECTION

LEONARD ARKIN;
ANDREW ARKIN

530 SEVENTH AVENUE
SHOWROOM - 6TH FLOOR

10:30 A.M.; Showing daily Monday through Wednesday--Leonard Arkin at 10:30 A.M.;

11:30 A.M. Andrew Arkin at 11:30 A.M. Contact: WI. 7-5324.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 6 12:00 Noon	OPENING OF SUMMER DRESS COLLECTION Designed by Mollie Parnis, Feb. 6, 7, 8, 14, 15, 16 at 12:00 Noon. By invitation and reservation. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Feb. 6 1:00 P.M.	OPENING: SUMMER COLLECTION Showing of Hannah Troy's Summer collection on Feb. 6, 7, 8, 14, 15 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 6, 7, 8 at 1:15 P.M. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Feb. 6 2:30 P.M.	PREVIEW OF SUMMER COLLECTIONS Summer collection of Sylvan Rich for Martini Designed and premiere showing of Jerry Parnis for Miss Martini. By invitation. Thereafter Feb. 7, 9, 14, 16 at 2:30 P.M. By reservation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Feb. 6 2:30 P.M.	SUMMER OPENING: DRESS COLLECTION Showings Feb. 6, 8, 14, 15, 16 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Feb. 6 2:30 P.M.	OPENING: SUMMER COLLECTION By invitation. Daily except Friday at 2:30 P.M. until Feb. 16. Contact: PE. 6-6983.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 6 4:00 P.M.	OPENING: JUNIOR SUMMER COLLECTION Junior Accent's Summer collection, Feb. 6 and 13 at 4:00 P.M. Continuous daily thereafter. Contact: LO. 4-1434.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Feb. 6 5:00 P.M. Cocktails	SUMMER COCKTAIL & EVENING FASHIONS Preview of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. Thereafter, Feb. 8, 9, 14, 15, 16, 17 at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday Feb. 6	OPENING OF SUMMER COLLECTION Informal modelling of junior Summer dresses and sportswear. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Monday Feb. 6	OPENING: SUMMER DRESS COLLECTION Klein & Blaikie's Summer dress collection at continuous daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN & BLAIKIE, INC.	525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING MILLINERY Arnold Constable's Spring millinery preview for the press. Showing at 9:45 A.M. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:30 A.M., Feb. 7, 9, 14, 16. By appointment. Contact: Mabel Glemby, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing at 10:30 A.M., Feb. 7, 9, 14, 16, 21, 23. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 7 10:30 A.M.	OPENING: SUMMER COLLECTION Showings beginning Tues., Feb. 7, thereafter Tues., Wed., Thurs., at 10:30 A.M. By appointment. Contact: IA. 4-7540.	HERBERT SONDEHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 12:00 Noon	PRESS PREVIEW: SUMMER COLLECTION By invitation. Thereafter showings Feb. 8 - 10 and Feb. 13 - 17, 20 - 22, by appointment. Contact: Ruth McLoughlin, IO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Alison will present their Summer collection, designed by Lucel. By in- vitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 7 12:30 P.M. Luncheon	PREVIEW OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By invitation. Showings thereafter, Feb. 9, 13, 15, 17, 20, 23 at 1:15 P.M. By reservation. Contact: Miss Fritzi, IO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 7; Feb. 8 1:00 P.M.	OPENING: SUMMER DRESS COLLECTION The Mr. Mort Summer junior dress collection, designed by Lee Evans. By admission card only. Contact: Grace Alpern, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 1:00 P.M.	OPENING: SUMMER COLLECTION Harvey Berin's Summer collection at 1:00 P.M. Contact: PE. 6-0206.	HARVEY BERIN LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 7 1:00 P.M.	OPENING OF JUNIOR DRESS COLLECTION Junior dresses, designed by Anne Klein, Tues., Wed., Thurs., at 1:00 P.M. Contact: IO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 7 2:00 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 7, 8, 9, 14, 15, 16. Contact: IO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 2:30 P.M.	PREVIEW: SUMMER SPORTSWEAR COLLECTION Robert Sloan will present his Summer collection of sportswear, playclothes, dresses, designed by Sylvia deGay. By invitation. Publicity: Margaret Publicity: Margaret Hodge, 101 West 50th Street, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 7 2:30 P.M.	PREVIEW: SUMMER COLLECTION Summer collection designed by Peggy Thayer. For press and buyers by invitation. Thereafter daily except Friday at 2:30 P.M., by reservation. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 7; 8 3:00 P.M.	OPENING: SUMMER MISSES COLLECTION Misses collection Feb. 7 and 8 at 3:00. Contact:	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR LO. 5-2626.
Tuesday Feb. 7 3:00 P.M.	OPENING: SUMMER COLLECTION Showing of Summer collection designed by Anne Fogarty. Thereafter, Feb. 8, 9, 13, 15 at 3:00 P.M. Contact:	ANNE FOGARTY "SPECIAL EDITIONS"	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR WI. 7-5324.
Tuesday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER COLLECTION "Field and Paddock"--preview of Summer collection. By invitation. Continuous thereafter in showroom. Contact:	MCMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE OX. 5-4270.
Tuesday Feb. 7 4:00 P.M.	PREVIEW: SUMMER COLLECTION By invitation. Showings thereafter Feb. 8, 9, 10, 14, 15, 16 at 2:30 P.M. By reservation. Contact:	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR LA. 4-5800.
Tuesday Feb. 7 5:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 9, 15, 16 at 2:30; and Feb. 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Joan Leslie's Summer collection at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 7	OPENING: SUMMER COLLECTION Informal showings of Summer collection. By appointment. Contact: Terry Parker or Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Tuesday Feb. 7	OPENING: JUNIOR SUMMER DRESSES Parklane Junior daytime dresses and Parklane Debs afternoon and cocktail dresses. Continuous daily. Contact:	PARKLANE JUNIORS; PARKLANE DEBS	1400 BROADWAY SHOWROOM - 28TH FLOOR WI. 7-0430.
Wednesday Feb. 8 9:30 A.M. Breakfast	OPENING OF SUMMER COLLECTION Harold Levine (formerly David Levine Co.) will present their Summer collection Feb. 8, 9, 14, 15, 16 at 9:30 A.M. By invitation. Contact: Ann Hollander or Harold Levine, LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 8 10:30 A.M.	PRESS PREVIEW: SUMMER COLLECTION Press preview, Wed., Feb. 8 at 10:30; preview for trade Thurs., Feb. 9 at 10:30. By invitation. Thereafter at 2:30 P.M. Contact:	TINA LESER	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR LO. 5-7514.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8 11:00 A.M.	PREVIEW: SUMMER SPORTSWEAR FASHIONS Heiser will present their Summer collection of dresses and playclothes designed by Silvano of Roma. For press and buyers, by invitation. Thereafter continuous daily showings. Contact: Miss Rose, LO. 3-1534.	HEISER SPORTSWEAR, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 8 11:00 A.M.; 2:30 P.M.	PREVIEW OF SUMMER SEPARATES Preview for press and buying offices of color coordinated separates. By invitation. Continuous thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Feb. 8 11:30 A.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION Preview at 11:30 A.M., by invitation. Showings thereafter Feb. 14, 15, 16 at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Feb. 8 12:00 Noon	OPENING: SUMMER DRESS COLLECTION Paul Blumenstein's Summer dress and costume collection, designed by Edward Beckham. By invitation. Showings thereafter Wednesdays at 12:00 Noon. Contact: Myra de Francesca, WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Feb. 8; Feb. 9 1:00 P.M.	OPENING OF SUMMER COLLECTION Guy D will present his Summer collection designed by Messrs. Earl Bonuam and Gene Neil, Feb. 8 and 9 at 1:00 P.M. By invitation. Publicity: Dorothy McCauley, LO. 4-3913.	GUY D	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 8, 9, 13, 14, 15, 20, 21 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Feb. 8 2:00 P.M.	PREVIEW OF SUMMER JUNIOR COLLECTION Designed by Betty Carol. By invitation daily except Fri., at 2:00 P.M. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 8 2:30 P.M.	PREVIEW: SPRING-SUMMER COLLECTION Eleanora Garnett's Spring-Summer custom-made and ready-to-wear collection. For press and customers, by invitation. Contact: Helen Davis, EL. 5-5275.	ELEANORA GARNETT, LTD.	47 EAST 51ST STREET SALON
Wednesday Feb. 8 2:30 P.M.	OPENING: SUMMER COLLECTION Showing of petite dresses, suits and costumes Feb. 8, 9, 14, 15, 16 at 2:30 P.M. Contact: Frances Straus, LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Feb. 8 4:00 P.M.	OPENING: SUMMER JUNIOR COLLECTION Showing Feb. 8 and 9 at 4:00 P.M. Contact: LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Feb. 8 4:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer collection, by reservation. Contact: Showroom, OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8 5:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF REPRODUCTIONS OF ICONS Ellen Blume's famous reproductions of authentic icons, 11th - 15th centuries, plus a group of modern portraits using the same techniques. By invitation. Publicity:	HENRI BENDEL	10 WEST 57TH STREET GIFT SHOP
Beginning Wednesday Feb. 8	OPENING: SUMMER JUNIOR COLLECTION Daily showings of Summer junior collection. Contact:	"INGENUE" FASHIONS, INC. (BY BILL PARNES)	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR CH. 4-8344.
Thursday Feb. 9 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order Summer collection to the press. By invitation. Publicity:	MAINBOCHER	6 EAST 57TH STREET SALON MU. 8-2130.
Thursday Feb. 9 12:00 Noon Luncheon	PREVIEW: COUTURE SUMMER FASHIONS Daytime, cocktail and evening fashions for press and buyers. By invitation. Thereafter showing Feb. 14, 15, 22 at 12:00 Noon, by reservation. Contact:	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR CH. 4-5693.
Thursday Feb. 9 12:00 Noon Luncheon	BENEFIT SHOWING OF FASHIONS BY SOPHIE Fashion show by Sophie of Saks Fifth Avenue to secure rummage for sale at Thrift Shop. Proceeds from sale will benefit patients at Memorial Hospital. Price: \$8.50. Contact:	THRIFT SHOP & MEMORIAL HOSPITAL	WALDORF-ASTORIA GRAND BALLROOM Mrs. Harry Rafter, TR. 9-3000.
Thursday Feb. 9 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Dan Keller's collection of Summer dresses and ensembles designed by Patrick Porter. By invitation. Continuous thereafter. Publicity:	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR Margaret Hodge, LT. 1-3260.
Thursday Feb. 9 2:30 P.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION For press and buyers, by invitation. Continuous daily showings thereafter. Contact:	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR IO. 4-9194.
Thursday Feb. 9 4:00 P.M.	OPENING: SUMMER COLLECTION David Hart's Summer collection of afternoon and cocktail dresses at 4:00 P.M. By invitation. Also, Feb. 14, 15 at 10:00 A.M. Contact:	DAVID HART, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR OX. 5-2910.
Thursday Feb. 9 4:00 P.M.	OPENING OF SUMMER COLLECTION Summer collection of dresses, costumes and suits, beginning Thurs., Feb. 9, daily at 4:00 P.M. By reservation. Contact:	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th St., PL. 7-0955.
Thursday Feb. 9 5:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview of Summer collection designed by Kasper for Arnold & Fox. Showing also Feb. 14 at 5:00 P.M. By reservation. Contact:	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Bob Kramer, CH. 4-3914.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 9	OPENING: SUMMER DRESS COLLECTION Continuous showings of Summer dress collection, designed by Shannon Rodgers.	JERRY SILVERMAN Contact: CH 4-4940	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Thursday Feb. 9	OPENING: CALIFORNIA SUMMER COLLECTION Travilla will present his Summer Collection by appointment. 853 North La Cienega Blvd., Los Angeles, Cal.	TRAVILLA (LOS ANGELES) Contact:	SAVOY-HILTON HOTEL
Friday Feb. 10 9:30 A.M. Breakfast	PRESS PREVIEW: SUMMER COLLECTION Preview of Adele Simpson's Summer collection at 9:30 A.M. By invitation. Thereafter, Feb. 14, 15, 16, 21, 23 at 10:00 A.M., by reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Feb. 10 11:00 A.M.	PRESS PREVIEW: SUMMER COLLECTION Trade Feb. 12, 14, 21 at 11:00 A.M. By invitation and reservation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 10 2:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview of Rembrandt's Summer collection. By invitation. Thereafter, Feb. 13, 14, 15, 16 at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Feb. 13	MACY'S RELEASE DATE--Made-in-Europe fashions. (No Show).		
Monday Feb. 13 10:00 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Press preview of wedding gowns and fashions for bridesmaids. By invita- tion. Customer showing at 5:45 P.M. Publicity: Belle Irene Gillis, MU. 8-6800.	THE TAILORED WOMAN	YOUNG THIRD FLOOR
Tuesday Feb. 14 9:30 A.M. Breakfast	PRESS PREVIEW: BRANELL SPRING FASHIONS Best will present the Branell Spring collection to the press. By invi- tation. Publicity: Anne Harmon, PL. 9-2000.	BEST & CO.	13TH FLOOR LOUNGE
Tuesday Feb. 14 12:30 P.M. Luncheon	OPENING OF SUMMER COLLECTION Frank Starr's Summer collection, showing at 1:15 P.M. Luncheon will be served on Tues., Feb. 14 only, by reservation. Also, showing Feb. 15 at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 14 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore, at 1:00 P.M. Feb. 14, 16, 20 at 1:00 P.M. Contact: Jo MacLeod, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Feb. 14	OPENING: SUMMER COUTURE COLLECTION Showing of daytime and evening Summer couture collection, designed by Angela. By appointment. Contact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SALON - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 15 9:00 A.M.- 10:30 A.M.	PRESS SHOWING OF FALL 1961 FABRICS For press and fashion coordinators, showing display and garments in Fall 1961 fabrics; also Feb. 16 from 2:00 - 3:00 P.M.; Feb. 17 from 3:30 - 5:00 P.M. For manufacturers and designers, Feb. 8 and 9 from 3:30 - 5:00 P.M.; Feb. 13 and 14 from 8:30 - 10:00 A.M. Admission by ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200.	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 15 4:00 P.M.	PREVIEW BY CARVEN AND VIRGINIE OF PARIS Preview of Spring fashions by Carven and Virginie of Paris. By invitation. (Release Date--Friday, Feb. 17). Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
Thursday Feb. 16 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING SHOES Preview for press of Spring shoe collection at opening of new salon. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	STREET FLOOR
Thursday Feb. 16 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Showing of Spring fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 16 1:15 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 16, 17, 21, 23 at 1:15 P.M. (Note Change of Date). By invitation. Contact: Kay McGowan, IO. 5-6453. Publicity: Alfred Davidson, CI. 5-8980.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 16 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: SWEATERS & KNITS BY GIVENCHY Talbott Knitting Mills will present their Fall collection of Givenchy sweaters and a new group of knit dresses, suits and coats. Show at 4:30. By invitation. Publicity: Ruth Hammer Assoc., 2 W. 59 St., EL. 5-7872.	TALBOTT KNITTING MILLS (1407 BROADWAY)	SHERATON EAST HOTEL TRIANON ROOM
Friday Feb. 17 12:00 Noon Luncheon	SPORTSWEAR FASHIONS AT LUNCHEON SHOW "American Sportswear, 1961"--Fashion Group luncheon. Speaker: Vincent Draddy of David Crystal. Co-chairmen: Jo Ahern Zill; Betty Dorso. Prices: \$10.00 (members); \$15.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Feb. 20	FLORENCE PICTURE RELEASE DATE.		
Thursday Feb. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING MILLINERY Don Marshall's Spring millinery collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DON MARSHALL, INC. (18 EAST 53RD STREET)	HOTEL PLAZA PERSIAN ROOM
Friday Feb. 24 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Feb. 28	PARIS PICTURE RELEASE DATE (Feb. 21 Delivery Date for Models).		

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OCTOBER	NOVEMBER	DECEMBER
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